

David D. Pope, PharmD

Healthcare Technology Executive | Chief Pharmacy Officer | Health Policy Strategist

(b) (6)

EXECUTIVE SUMMARY

Visionary healthcare IT executive with 20+ years driving digital transformation across the healthcare ecosystem. Proven track record building and scaling enterprise solutions processing billions in annual encounters across laboratory, pharmacy, radiology, and medical device sectors. Deep expertise architecting patient engagement platforms, healthcare technology systems, and consumer-facing health technologies. Extensive knowledge of CMS claims technology infrastructure, Medicare/Medicaid payment models, and federal health IT modernization initiatives. Direct engagement with CMS, CDC, HHS, ONC, and the Office of the U.S. Surgeon General on policy, interoperability, and public health informatics. Recognized thought leader bridging clinical practice, health informatics, and regulatory compliance to deliver measurable improvements in patient outcomes and organizational ROI.

CORE COMPETENCIES

Clinical & Pharmacy Expertise Retail & Community Pharmacy Diabetes Management, including insulin pump and nutrition therapy (former Certified Diabetes Educator) Specialty Pharmacy & Biologics Compounding & Sterile Products Long-Term Care & Infusion Medication Therapy Management Clinical Protocol Development Mental Health	**Healthcare IT Architecture** Enterprise System Design & Integration Cloud Infrastructure (AWS, Azure) EHR/EMR Implementation & Optimization API-First & Microservices Architecture Interoperability (HL7, FHIR, NCPDP, Electronic Lab Reporting (ELR), state immunization databases	**Patient Engagement & Digital Health** Patient Portal Design & Deployment Remote Patient Monitoring (RPM) Mobile Health Apps & Wearables Consumer Health Data Integration Telehealth & Virtual Care Medication Adherence Platforms
Health Policy & Government Affairs CMS Technology & Modernization Medicare/Medicaid Policy & Systems Quality Payment Program (MIPS) Federal Health IT Compliance Public Health Emergency Response State Pharmacy Policy & Reimbursement	**Data & Analytics** Healthcare AI/ML & Predictive Models Population Health Analytics Real-World Data (RWD) & Evidence Business Intelligence & Reporting Clinical Outcomes Measurement Drug Utilization Review (DUR)	**Revenue Cycle & Payer Systems** Claims Processing & Adjudication Prior Authorization Automation Payer-Provider Data Exchange Value-Based Care Contracting 340B Program Administration PBM & Plan Sponsor Relations

Executive Leadership P&L Management ($50M+) M&A Due Diligence & Integration Product Strategy & Go-to-Market Digital Transformation Leadership Cross-Functional Team Building Certified Product Manager	**Clinical Program Development** Chronic Disease Management Immunization & Vaccine Programs Diabetes/Cardiovascular Care & Education Pharmacist Collaborative Practice Residency Program Direction Mental Health	**Regulatory & Quality** FDA & State Board Compliance USP <795>, <797>, <800> Standards URAC & Specialty Accreditation HIPAA & 42 CFR Part 2 Quality Assurance Programs

PROFESSIONAL EXPERIENCE

XiFin, Inc. — San Diego, CA (Remote)

Chief Pharmacy Officer

2023 – Present

Serve on executive management team overseeing revenue cycle management platform processing $14B+ in annual claims across laboratory, pharmacy, radiology, and medical device verticals. Currently leading strategic vision for pharmacy solutions serving the nation's largest healthcare organizations, with deep integration into CMS systems and payer infrastructure.

- Direct enterprise relationships with 14 of the top 15 pharmacy organizations, including Walmart Health, Walgreens, and the majority of top 20 health systems, driving platform adoption and retention
- Architect patient engagement strategy including AI-enabled portal modernization, secure messaging, appointment scheduling, and real-time prescription status tracking across web and mobile platforms
- Lead AI/ML strategy integration, implementing predictive analytics for claims adjudication, prior authorization automation, and payer behavior modeling
- Design enterprise architecture leveraging FHIR R4, NCPDP SCRIPT, and HL7 standards for real-time payer-provider-patient data exchange
- Advise product and engineering teams on HIPAA, 42 CFR Part 2, and information blocking compliance under 21st Century Cures Act

Chief Innovation Officer

2022 – 2023

Led cross-functional product and engineering teams through rapid innovation cycle, launching patient-facing and provider-facing capabilities that transformed market position.

- Delivered 150% revenue increase through enhanced patient engagement portal featuring medication tracking, refill requests, cost transparency tools, and health record access
- Established payer intelligence function analyzing Medicare Part D plan finder data, Medicaid FFS/MCO reimbursement, and commercial plan trends
- Frequent invited speaker at healthcare events on healthcare informatics, patient engagement, and the future of value-based care

OmniSYS, LLC — Dallas, TX (Remote)

Chief Innovation Officer & VP, Government Relations

2019 – 2022

Post-acquisition executive leadership role driving product innovation, healthcare IT architecture, and government affairs strategy. Instrumental in scaling the organization 150% over three years through new market penetration and strategic partnerships.

- Architected cloud-native platform migration (AWS) enabling scalable, HIPAA-compliant infrastructure serving 30,000+ pharmacy locations nationwide
- Coordinated national pharmacy response to COVID-19 pandemic, serving as liaison between CDC, state health departments, and retail pharmacy networks for vaccine billing, scheduling, and reporting
- Advised HHS on pharmacy IT infrastructure capabilities during public health emergency declarations
- Engaged with CMS Innovation Center (CMMI) on pharmacy-based care model pilots and alternative payment model technology requirements

- Shaped CMS policy recommendations on pharmacy provider status, service standards through direct agency engagement
- Led interoperability working groups on NCPDP Telecommunication Standard and emerging FHIR-based e-prescribing workflows

STRAND Clinical Technologies — Augusta, GA

Co-Founder & Chief Executive Officer

2009 – 2019

Founded and scaled healthcare IT company from bootstrap startup to industry-leading EHR platform, culminating in successful strategic acquisition. Designed and built pharmacy industry's first billing-enabled electronic health record and pioneered the Pharmacist eCare Plan standard now used nationally for care coordination and payer reimbursement.

- Architected EHR platform from ground up: database design, API architecture, user interface, and integration layer supporting HL7, FHIR, and NCPDP standards
- Designed patient engagement module including secure patient portal, medication reminders, adherence tracking, health goal setting, and bidirectional messaging with care team
- Implemented remote patient monitoring (RPM) integrations for blood glucose, blood pressure, and weight tracking devices with automated clinical alerts
- Created the Pharmacist eCare Plan (HL7 CDA-based) enabling standardized documentation of pharmacist interventions for payer reimbursement and care coordination
- Served on U.S. Surgeon General's Million Hearts Initiative, contributing to national strategy for cardiovascular disease prevention through community pharmacy engagement
- Appointed to CDC Innovation Roundtable, advising on public health informatics, disease surveillance systems, and pharmacist role in immunization programs
- Collaborated with AHRQ (Agency for Healthcare Research and Quality) on medication therapy management research
- Managed full P&L responsibility including product development, sales, operations, and team growth from 2 to 45+ employees
- Named 2018 Georgia Small Business of the Year, recipient of the UGA Bulldog 100 honor
- Negotiated and executed strategic acquisition by OmniSYS, achieving successful integration while retaining key talent and customer relationships

Barney's Pharmacy — Augusta, GA

Clinical Pharmacist | Director, Diabetes & Wellness Center | Compounding Manager

2004 – 2013

Progressive clinical leadership across multiple pharmacy practice settings including retail, specialty, compounding, and clinical services. Built innovative patient care programs that earned national recognition.

- Established nationally recognized diabetes management program featuring continuous glucose monitoring, telehealth consultations, and connected health devices—featured in NY Times and Washington Post
- Managed sterile and non-sterile compounding operations ensuring USP <795> and <797> compliance; developed quality assurance protocols and staff competency programs
- Oversaw specialty pharmacy services for complex disease states including oncology, hepatitis C, and rheumatology; achieved URAC specialty pharmacy accreditation standards
- Developed and directed ASHP-accredited PGY1 community pharmacy residency program in partnership with University of Georgia and University of South Carolina
- Pioneered collaborative practice agreements with physicians, demonstrating pharmacist impact on A1C reduction and total cost of care through data-driven outcomes tracking
- Delivered comprehensive medication therapy management (MTM) and immunization services, achieving high patient satisfaction and adherence rates

Hope Medical Center — Augusta, GA

Co-Founder & President

2007 – 2013

- Co-owned and operated family medicine practice; led EHR selection and implementation, practice management system integration, and health IT infrastructure buildout

- Implemented patient portal with online scheduling, secure messaging, lab results delivery, and patient intake forms—achieving 60%+ patient adoption
- Negotiated Medicare, Medicaid, and commercial payer contracts; achieved top-tier reimbursement rates through quality performance metrics and PQRS reporting

CMS TECHNOLOGY & GOVERNMENT SYSTEMS EXPERTISE

CMS Technology Platforms	Federal Agency Engagement
• Medicare Administrative Contractor (MAC) systems • CMS Enterprise Portal & HPMS (Health Plan Mgmt) • Blue Button 2.0 & Beneficiary FHIR Data (BFD) APIs • Data at the Point of Care (DPC) pilot program • Quality Payment Program (QPP) & MIPS Portal • Medicare Part D Plan Finder & Formulary APIs • CMMI Innovation Center model technology	• CMS: Part D, 340B, provider reimbursement policy • ONC: Health IT certification, Cures Act compliance • CDC: Innovation Roundtable; IIS integration • HHS/ASPR: Public health emergency IT infrastructure • AHRQ: Health IT research & quality improvement • Office of U.S. Surgeon General: Million Hearts • State Medicaid agencies: Multi-state policy engagement

HEALTHCARE IT ARCHITECTURE & PATIENT ENGAGEMENT

Enterprise Architecture	Patient Engagement Platforms	Telehealth & Connected Health
Cloud platforms (AWS, Azure, GCP)	Patient portal design & UX	Video visit platforms
Microservices & API-first design	Secure messaging & notifications	Asynchronous telehealth
Event-driven architecture	Online scheduling & check-in	Remote patient monitoring (RPM)
HIPAA-compliant infrastructure	Digital intake & e-consent	Wearable device integration
Zero-trust security models	Bill pay & cost transparency	Bluetooth medical devices
SOC 2 Type II compliance	Health record access (PHR)	SMS/email/push notifications
Disaster recovery & HA design	Care plan & goal tracking	Medication adherence tracking

Interoperability & Standards	Terminology & Compliance
HL7 v2.x messaging	ICD-10, CPT, HCPCS, NDC, RxNorm, SNOMED
HL7 CDA (C-CDA, eCare Plan)	HIPAA Privacy & Security Rules
HL7 FHIR R4 (US Core, Da Vinci)	42 CFR Part 2 (Substance Use)
NCPDP Telecommunication & SCRIPT	21st Century Cures Act / Info Blocking
X12 EDI (837, 835, 270/271, 276/277)	ONC Health IT Certification (g)(10)
SMART on FHIR app authorization	State privacy laws (CCPA, etc.)

EDUCATION

Doctor of Pharmacy (PharmD)
University of Georgia College of Pharmacy — 2004

ENTREPRENEURIAL & INVESTMENT ACTIVITY

Creo Holdings, LLC — Founder
Business and investment incubator focused on commercial real estate, AI-driven healthcare technology ventures, and quantitative investment strategies.

BOARD & COMMUNITY LEADERSHIP

- **Board Chair**, Golden Harvest Food Bank (2023 – Present) — Largest food bank in the east GA region
- **Board Chair,** Hope Mental Wellness Center (2023-Present) **—** Mental health center located in Augusta, GA
- **Music & Small Group Leader**, Warren Church, Augusta, GA (1997 – Present)

PUBLICATIONS

- Available upon request